

4 first storing means for storing a plurality of background images that are main image data
5 to be displayed by the receiving-apparatus and a plurality of sets of control information, each set
6 of control information including image link information and supplementary design combining
7 information, the image link information showing a link from one background image to another
8 background image, and the supplementary design combining information indicating a combining
9 of at least one supplementary design with a background image and including position
10 information indicating a position in a background image; and transmitting means for reading the
11 background images and the sets of control information, and for multiplexing and repeatedly
12 transmitting the read background images and sets of control information, the receiving apparatus
13 comprising:

14 supplementary design storing means for storing supplementary designs, the
15 supplementary designs including two types of cursor images that respectively represent a selected
16 and a non-selected state;
17 separating means for separating one background image and the set of control information
18 corresponding to the one background image from the repeatedly transmitted multiplexed
19 background images and sets of control information;
20 supplementary design reading means for reading a supplementary design from the
21 supplementary design storing means;
22 combining means for combining, based on the supplementary design combining
23 information included in the separated set of control information, the separated background image
24 and the read supplementary design at a position in the background

25 image indicated by the position information in the supplementary design combining
26 information to generate image data;
27 second storing means for storing the generated image data and the separated set of control
28 information;
29 reproducing means for reproducing the generated image data and outputting an image
30 signal;
31 operation means for receiving a user operation that indicates a switching of image data;
32 and control means for controlling the separating means, in response to a user operation, to
33 separate a background image that is indicated by the image link information included in the set of
34 control information stored by the second storing means.

1 27. 119. (Amended) A receiving apparatus for use in a communication system that
2 achieves interactivity using a broadcast wave, wherein a plurality of background images and sets
3 of control information that have been multiplexed are repeatedly transmitted to the receiving
4 apparatus, each of the background images being main image data to be displayed by the receiving
5 apparatus, each set of control information corresponding to a different one of the background
6 images and including image link information and supplementary design combining information,
7 the image link information showing a link from one background image to another background
8 image, and the supplementary design combining information indicating a combining of at least
9 one supplementary design with a background image and including position information
10 indicating a position in a background image, the receiving apparatus comprising:
11 supplementary design storing means for storing supplementary designs, the

12 supplementary designs including at least one cursor image;

13 separating means for separating one background image and the set of control information

14 corresponding to the one background image from the repeatedly transmitted multiplexed

15 background images and sets of control information;

16 supplementary design reading means for reading a supplementary design from the

17 supplementary design storing means;

18 combining means for combining, based on the supplementary design combining

19 information included in the separated set of control information, the separated background image

20 and the read supplementary design at a position in the background image indicated by the

21 position information in the supplementary design combining information to generate image data;

22 storing means for storing the generated image data and the separated set of control

23 information;

24 reproducing means for reproducing the generated image data and outputting an image

25 signal;

26 operation means for receiving a user operation that indicates a switching of image data;

27 and

28 control means for controlling the separating means, in response to a user operation, to

29 separate a background image that is indicated by the image link information included in the set of

30 control information stored by the storing means.

1 31
2 ~~123.~~ (Amended) A receiving method for use by a receiving apparatus in a
3 communication system that achieves interactivity using a broadcast wave, wherein a background
4 image and position information are repeatedly transmitted to the receiving apparatus after being
5 multiplexed, the background image being main image data to be displayed by the receiving
6 apparatus and the position information indicating a position in the background image, the
receiving apparatus

7 including a supplementary design storing means for storing supplementary designs, the
8 receiving method comprising:

9 a separating step for separating the background image and the position information from
10 the repeatedly transmitted multiplexed background image and position information;

11 a supplementary design reading step for reading a supplementary design from the
12 supplementary design storing means;

13 a combining step for combining the separated background image and the read
14 supplementary design at the position in the background image indicated by the separated position
15 information to generate image data; and

16 a reproducing step for reproducing the generated image data and outputting generated
17 image signal.